

CAPTIVATE

Influence the Influential

MEDIA KIT





Premier video network reaching high value audiences where they work & live

Unique access to millions in premium office towers and luxury residential properties when and where decisions are made.



100%
VIEWABLE



FRAUD
FREE



BRAND
SAFE



ACCURATE
LOCATION

Connect your brand
with an audience
like no other.

CAPTIVATE

THE
INNOVATORS

THE
NEXT-STAGERS

THE
CHANGE-MAKERS

THE
TRAVELERS

THE
BUILDERS

THE
PARENTS

THE
DECISION-MAKERS

THE
HIGH-EARNERS

Reach coveted B2B and B2C audiences where they work & live

80K+
BUSINESSES

5M+
HOUSEHOLDS



PREMIER OFFICES



LUXURY RESIDENTIAL



STUDENT HOUSING



Influence decision makers during the working daypart

Engage valuable, hard-to-reach professionals on digital displays in elevators & high-traffic areas of premier office towers to influence B2B & B2C purchase decisions. Customizable onscreen solutions and advanced targeting capabilities deliver measureable results.

39

AVG AGE

67%

A25-54

\$121K

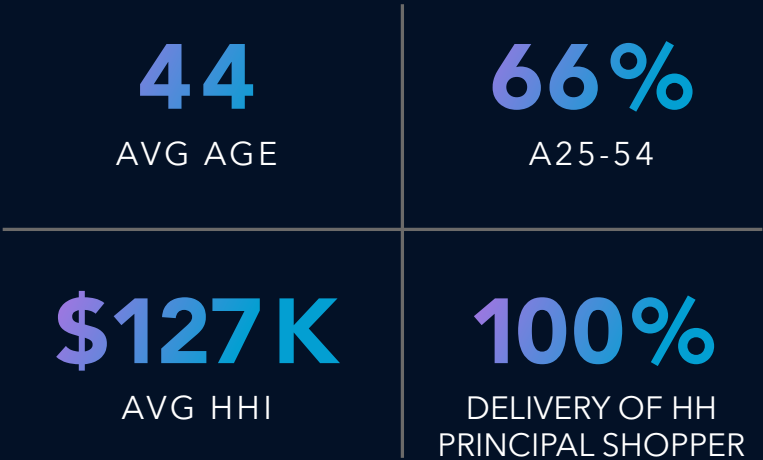
AVG HHI

100%

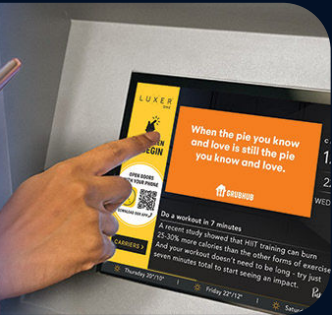
EMPLOYED

Engage upscale consumers at home

Digital video screens in high-traffic and highly viewed common areas like lobbies and amenity spaces in luxury residences influence high-income shoppers & business decision makers to keep your brand top-of-mind.



Embed your message in the purchase journey through our extension on interactive screens on package concierge systems.



CAPTIVATE
RESIDENTIAL



Extensive North American footprint

OFFICE

38 DMAs

1,620 VENUES

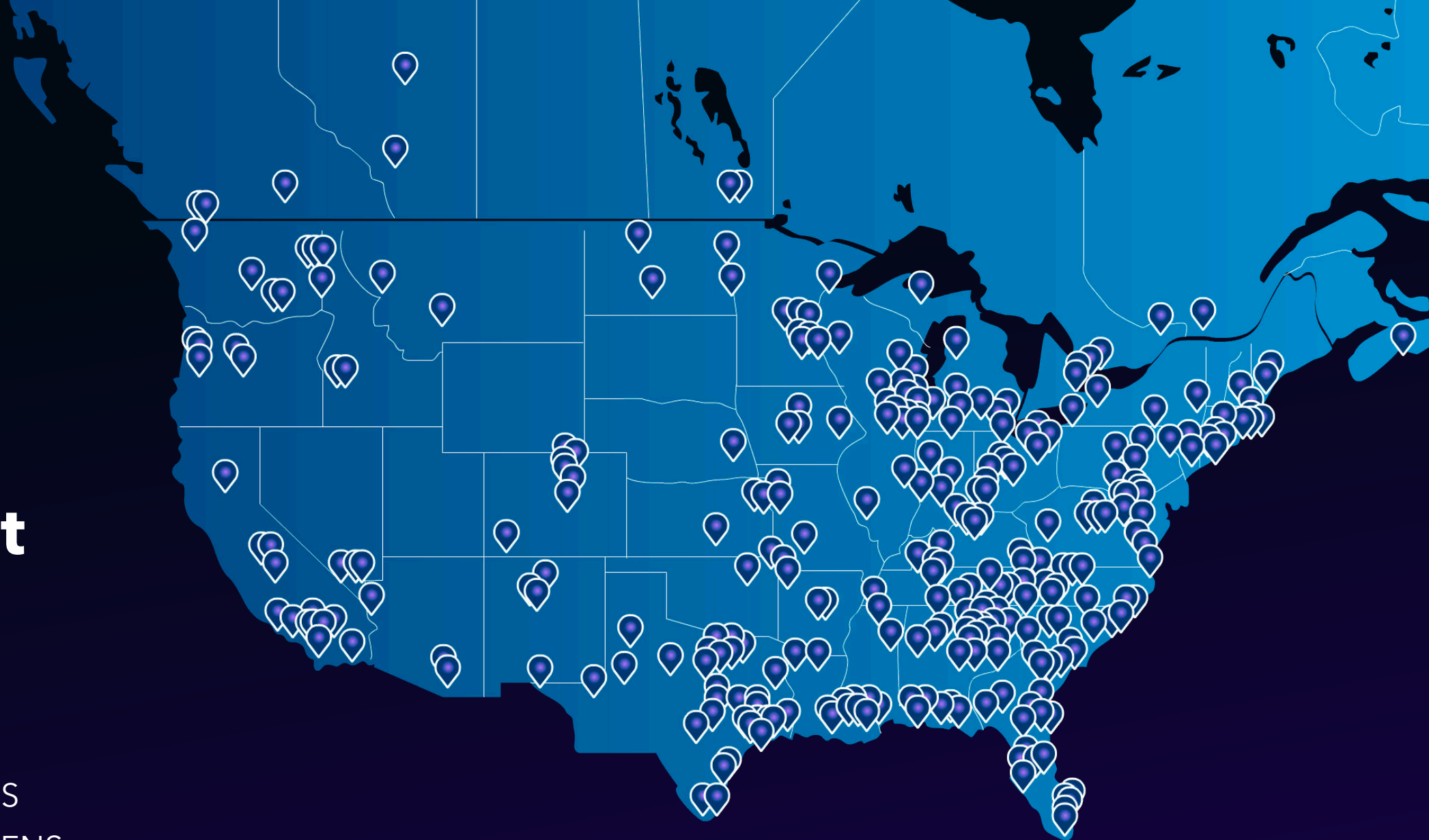
12,315 SCREENS

RESIDENTIAL

160 DMAs

7,370 VENUES

10,150 SCREENS



160
DMAs

9,000
VENUES

+22K
SCREENS

Boost performance with contextual relevance

CURATED CONTENT

- 200+ trusted, world-class providers
- Professional editorial team
- Curated for a premium audience
- Exclusive advertiser placement

Forbes

AccuWeather

purewow

B/R BLEACHER
REPORT

AdAge

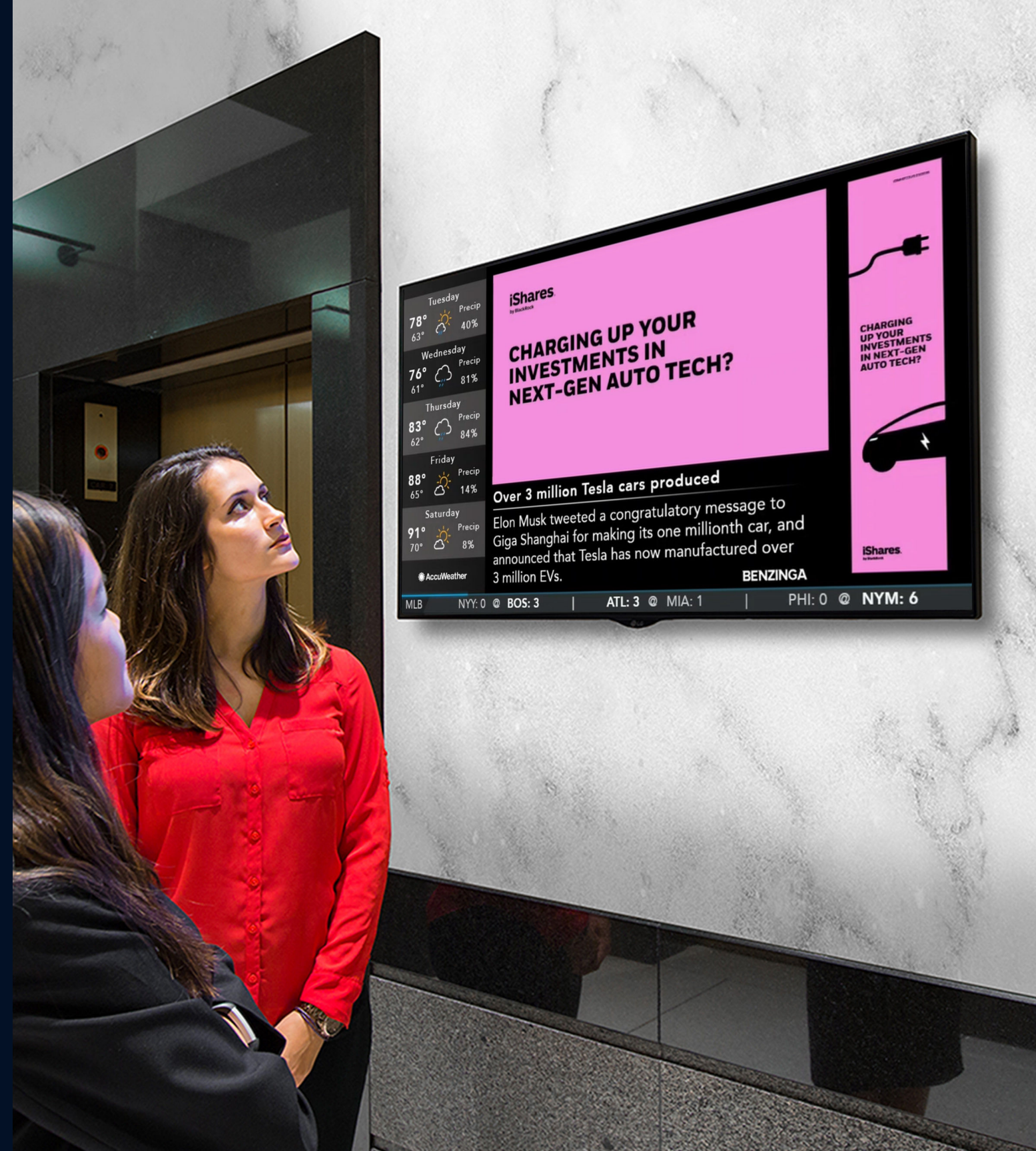
TheStreet

EATER

CUSTOM CONTENT COLLABORATIONS

Tailored brand partnership solutions to elevate engagement include ad formats, editorial alignments, content sponsorships, native content, gamification and more.


CAPTIVATE





Capabilities


PROGRAMMATIC


Turnkey activation on DSP of your choice.
Available PMP, OE & Guaranteed


 **vistar media**


 **Hivestack**


 **Display & Video 360**


 **theTradeDesk**


 **Broadsign**


 **PULSEPOINT**


 **ADELPHIC**
BY VIANT.


 **StackAdapt**

 **Quotient**

 **ADOMNI**

 **VIANT.**

 **yahoo!**
ad tech

 **displayace**

MEASUREMENT & ATTRIBUTION

Verify campaign impact with brand-lift studies and attribution tools

 **Alida.**

 **Placed**
powered by FOURSQUARE

 **mira**

 **narrative**

 **Adelaide**

 **active8me**

 **comscore**

 **PEOPLE PLATFORM**

ADVANCED TARGETING

Strategic and efficient targeting with the industry's leading data partners

 **TransUnion**

 **data axle**



Premium, video-first brand solutions

ELEVATOR
DISPLAY

PREMIUM AD*



WHAT GIVES YOU ENERGY?

8:58
61°
TUESDAY

Short-Term Forecast

12 PM 75° RealFeel: 79°	3 PM 82° RealFeel: 83°	6 PM 79° RealFeel: 77°
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AccuWeather

MLB NYY: 7 @ TOR: 4 | SEA: 10 @ BOS: 1 | LAA: 9 @ BAL: 5

LARGE FORMAT
DISPLAY

DIRECTORY

- Ameren12
- Baron Aviation Services20
- Drury Hotels16
- H&R Block43
- Lifetouch11
- MFA Oil15
- GoJet Airlines27
- Ferrellgas15
- A. G. Edwards61
- Arch Coal25
- Aquila, Inc.45
- Adam's Mark37
- Cerner50
- Dierbergs48
- MFA Oil24
- McDonald24
- Franskilife50
- Orbital Tech15



EPIC RAZORS. EPICALLY AFFORDABLE.

Find us in stores or online.

12:30
72°
TUESDAY

EVERYDAY HEALTH

1 PM 75° | 3 PM 72° | 5 PM 69°

PREMIUM FULL SCREEN

Degree DEODORANT

STAY FRESH AND DRY IN HEAT UP TO 125°

NEW YORK CITY: 92°



BRANDED CONTENT SPONSORSHIP



Small Business Tips

Participating in social media trends can be a great way to show off your brand's personality and have fun with your audience. So don't be afraid to let loose and get creative. **Forbes**

intel

TODAY

71° / 63°
RealFeel 72°
Precipitation 99%
Humidity 94%
Wind 2.3 mph SSE
Sunrise 6:26 AM Sunset 7:20 PM
AccuWeather



A podcast by BlackRock

"57 million Americans don't have access to a retirement savings plan. We know that when they do have access, they're 15-20 times more likely to save."

Hear more from Anne Ackerley on Episode 92 "3 Ways To Close The Gender Retirement Gap"

Listen on

QR code

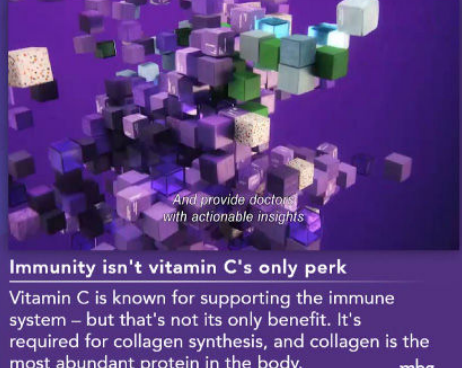
MARKETS

DJIA (\$DOWI) 24133.78
+358.51 (+1.51%)
YTD: 15.43%

S&P 500 (\$SPX) 2878.48
+41.74 (+1.47%)
YTD: 10.90%

Volatility (SVIX) 33.29
+2.44 (+7.51%)
YTD: +141.58%

barchart



Brain, meet power.

Immunity isn't vitamin C's only perk

Vitamin C is known for supporting the immune system – but that's not its only benefit. It's required for collagen synthesis, and collagen is the most abundant protein in the body.

athena health

mbg

Thursday 50°/28° | Friday 41°/37° | Saturday 41°/37°

*Content alignment upgrade available

In good company

B2B



B2C



Contact us

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